

# Tag Games Wins Business Excellence Award

Friday 14<sup>th</sup> March 2008  
Dundee, Scotland

Leading Dundee games company Tag Games Limited was last night recognised for its remarkable entrepreneurial achievements. The company, which was formed less than two years ago, fought off strong competition to pick up the award for Most Entrepreneurial Start Up Company at the Tayside Business Excellence Awards.

The awards organised by Scottish Enterprise and sponsored by the Royal Bank of Scotland are the premier showcase for vibrant and successful businesses in the Tayside region. The gala awards ceremony was held in the Apex Hotel, Dundee, with TV presenter Sally Gray overseeing the event as Master of Ceremonies and explorer Tom Avery providing the after dinner address.

Tag Games – whose founders have previously helped create massive global hit games such as Grand Theft Auto and State of Emergency – have had a hugely successful year during which they have tripled headcount, achieved profitably, raised seed investment and delivered high quality games to a global market.

The company was founded by three experienced games industry veterans, Managing Director Paul Farley, Creative Director Jamie Bryan and Technical Director Robert Henning in May 2006.

Paul Farley said: *"It is a fantastic honour to receive this award at the end of a hugely enjoyable and successful year. We are delighted that the innovation, creativity and skills our team has shown over the last year have been recognised at this level. We entered a highly competitive market at a difficult time and yet have risen to the challenge of building a robust and profitable business in a short period of time."*

Having concentrated initially on the rapidly growing mobile gaming sector the company now plans to diversify its activities into new areas. He added: *"It's an exciting time within the games industry as new platforms such as the Nintendo Wii and Apple iPhone open up video games to a much wider audience. We are now in an excellent position to take advantage of this growing market with our focus upon crafting innovative new games across a variety of devices."*

Future plans include greater activity in the huge casual gaming sector with support for Nintendo DS, Apple iPhone and downloadable PC platforms, increased licensing and publishing activity and investment in leading edge propriety tools and technology.

Andy Kilgour, regional director of Commercial Banking Tayside with RBS, said: *"We are proud to sponsor these awards in a region which has so many companies showing ambition to grow and expand into new markets."*

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Notes to Editor:

### **Tayside Business Excellence Awards**

The Tayside Business Excellence Awards is firmly established as a highlight of the local business calendar. This prestigious event attracts high profile industry support and involvement, and gives Tayside the opportunity to celebrate the quality, diversity and success of companies from across the region.

Building on the success of previous events, Scottish Enterprise Tayside hosted this year's award ceremony and gala dinner on Thursday 13 March 2008 at the Apex City Quay Hotel in Dundee.

[http://www.scottish-enterprise.com/sedotcom\\_home/about\\_se/local\\_enterprise\\_companies/tayside/tayside-business-awards.htm](http://www.scottish-enterprise.com/sedotcom_home/about_se/local_enterprise_companies/tayside/tayside-business-awards.htm)

### **Tag Games Limited**

Tag Games is an independent game development studio and publisher formed in May 2006 by three game industry veterans keen to bring high quality, innovative and original games to the mobile games market.

The first title "Dead Water" was released in September 2006 to widespread critical acclaim. Since then the studio has built an enviable reputation for innovation and quality, building strategic partnerships with a number of major games publishers and development studios around the globe. Recent releases "Rock'n'Roll" and "Granny In Paradise" have continued to build this reputation earning Gold and Silver awards and delighting gamers around globe.

Having achieved profitability early in 2007 the company raised seed investment from serial Scottish technology entrepreneur Bill Dobbie and the Scottish Enterprise seed fund. This investment is being used to expand production capacity, support a wider range of casual games platforms and to fund greater activity in licensing and publishing.

Tag Games was featured at number 23 in the 2007 "02/Real Business 50 to watch in Mobile" listing, a welcome recognition of the quality of our products and the potential of our business strategy.

<http://www.tag-games.com>